



Making A Brochure : Eastern Hemisphere Country

Teacher Name: **blickenstaff**

Student Name: _____

CATEGORY	4	3	2	1
Attractiveness & Organization	The brochure has exceptionally attractive formatting and well-organized information.	The brochure has attractive formatting and well-organized information.	The brochure has well-organized information.	The brochure's formatting and organization of material are confusing to the reader.
Content - Accuracy	Brochure contains all requirements.	Missing one requirement.	Missing two to four requirements.	More than four requirements missing.
Writing- content	It is obvious the creator had full and clear knowledge of how physical environment impacts cultural diffusion, economy, and trade patterns.	The creator had adequate knowledge of how physical environment impacts cultural diffusion, economy, and trade patterns.	The creator had adequate knowledge of 2 of the following: how physical environment impacts cultural diffusion, economy, and trade patterns.	It was clear that the creator was lacking in knowledge of how physical environment impacts cultural diffusion, economy, and trade patterns.
Writing - Grammar	There are no grammatical mistakes in the brochure.	There are 1-2 grammatical mistakes in the brochure.	There are 3-4 grammatical mistakes in the brochure.	There are several grammatical mistakes in the brochure.
Writing - Organization	Paragraph is written in proper paragraph format with topic sentence and relevant supporting details. Consists of at least 5 sentences.	Paragraph is written in proper paragraph format with topic sentence and relevant supporting details. Consists of 4 sentences.	Paragraph lacks relevant supporting details, topic sentence, and/or contains fewer than 4 sentences.	Little or no evidence of proper paragraph format. Confusing to reader.
Oral Presentation	Presenter makes good, consistent eye contact, appears sincere, and maintains adequate volume. Presentation is 2-4 minutes.	Presenter makes occasional eye contact, appears sincere, and maintains adequate volume. Presentation is 2-4 minutes.	Presenter attempts eye contact once or twice, appears somewhat sincere, and/or occasionally maintains volume. Presentation not 2-4 minutes.	Presenter does not make eye contact and/or not serious. Hard to understand and/or less than 2 minutes.



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